

Job Board & Career Website Direct Mail Database

Effective as of February 1, 2016

Key Segments:

12,563,345	Total Universe	\$75 CPM Base Rate
2,200,101	3 month hot line	+\$10 CPM
4,865,957	6 month hot line	+\$10 CPM

Source: Online Job Board & Career Websites

Market: Consumer

Updates: Monthly

Description

The Job Board & Career Website Database offered by BirdDog Media has postal data compiled from websites that attract over 4 million new visitors per month. We partner with the Internet's leading jobs and career websites that have high quality traffic. The majority of their traffic is organic and the rest is powered by search engine optimization and paid search campaigns. There are over 250,000 new registrations a month signing up for new career opportunities. BirdDog Media provides one immense data repository for you to reach active and passive job seekers that search newspapers, individual company websites, job boards and other locations on the web.

These career minded individuals have strong buying power with over 87% of them being currently employed. They are go-getters that are actively looking to change their lives through career advancement. These people are looking for new homes, automobiles, credit cards, better health insurance and other ways to improve their lives. All data is scrubbed for USPS Delivery Point Verified and with over 2.5 million records the list offers you scalability with your direct mail campaigns. In addition, data integrity is high because most of the users are entering information they want to share with future employers so they can be reached when a new job opportunity arises. Targeting is available by education level, geography, career interests, gender, age and high school graduation year.

Our postal database of career-driven consumers yield proven results for a wide variety of direct marketing campaigns. This list is the ideal tool to effectively generate a response from your unique audience.

Job Board & Career Website Database Sample Counts

Demographic	Unique Names	Demographic	Unique Names
Male	5,372,120	Education:	
Female	5,436,220	HS or GED	5,439,919
Ages 22+	8,323,630	Some College	2,713,206
Ages 30+	5,609,442	Bachelor's	819,794
Ages 40+	3,526,649	Masters	282,537

Selections

State, SCF, ZIP	\$5 CPM
Age	\$5 CPM
Gender	\$5 CPM
Education:	
HS or GED	\$10 CPM
Some College	\$10 CPM
Bachelor's	\$10 CPM
Master's	\$10 CPM

Addressing

Key Coding	\$5 CPM
CD ROM	\$75/file
Email	\$50/file
Rush Fee	\$100/file

Contact us:

opportunities@birddogmedia.com
847.749.4635

